

Torrance Herald

With Which Is Consolidated the Lomita News

Published Every Thursday
GROVER C. WHYTE, Editor-Publisher
1336 El Prado, Telephone Torrance 444
Torrance, California

MEMBER
California
Newspaper
Publishers
Association



MEMBER
United
Press
Associations

Published weekly at Torrance, California, and entered as second class matter January 30, 1914, at the Postoffice at Torrance, California, under the Act of March 3, 1879.

Subscription Rates in Advance
Anywhere in Los Angeles County \$2.00 per year
Anywhere in the U. S. Outside of Los Angeles County \$3.00 per year
Canada and Other Foreign Countries \$6.00 per year
Single Copies \$5c

OFFICIAL PAPER OF THE CITY OF TORRANCE
Adjudicated a Legal Newspaper of Los Angeles County, Superior Court Case No. 218470, Dated March 22, 1927.

STORY 2

Continued from Page 1

directions given by the manufacturers and care is used to spread the spray evenly over the plants, the dangerous properties of the material are within a few days dissipated by the elements and the exposure to the sunlight.

Mr. Kirkpatrick, in his statement to the court, brought out these facts and pointed out that the prosecution was not directed against the use of the spray, but against the abuse of it. Miyawaki's predicament as defendant in the

action was probably due, not to any harmful intent on his part, but to some accidental incident, such as the spraying of an unusually thick clump of the spinach which would require a longer time than the average exposure to the elements to rid itself of the harmful qualities of the spray. Miyawaki introduced as witnesses in his defense several persons to whom he had given spinach from the tract from which the alleged "poison spinach" had been taken, who had eaten the spinach and had suffered no ill effects.

Celebrate 30th Anniversary This Month



J. C. Penney Company grows from tiny single unit in western mining town to largest organization of its kind in the world. (1) Mr. J. C. Penney, Founder. (2) Mr. E. C. Sams, President of the organization. (3) Mother Store—1902. (4) Latest and largest of the 1450 J. C. Penney Company Department Stores.

Thursday, April 14th, will be the thirtieth anniversary of the founding of the J. C. Penney Company, that being the date in 1902 when Mr. Penney opened the store in the mining town of Kemmerer, Wyoming, which ultimately became the mother store of an organization now covering every state in the Union.

Mr. Penney's original invested capital was \$500, which, together with his unsecured note for \$1500, bought for him a one-third interest in the one-room shop operated under the name "Golden Rule Store." The other two-thirds interest was owned by Johnson & Callahan with headquarters in Evanston, Wyoming.

The plan of allowing store managers to acquire an interest in the stores they operated was a growing one in the West at that time. It was largely due to the fact that there was little money.

As a partner, a manager was likely to exert himself more than as an employee, and he also became responsible for his share of the operating expense of the store. Early spread was close to Kemmerer and was largely in the states of Utah, Colorado and Idaho.

In 1907, Mr. Penney acquired full ownership of three stores in the Johnson & Callahan group and immediately set his avowed plan of operation into effect.

The plan was simple in its objects. It put the possibility of a

MAMMOTH BIRTHDAY CAKE TO BE SERVED FRIDAY AT 3 P. M.; GIFTS TO GUESTS

Manager Frank Buffington of the local J. C. Penney Company store invites everyone in this vicinity to come to the store Friday at 3 o'clock and participate in the Birthday Celebration. A huge birthday cake has been baked, which is big enough to serve to the entire community. Each guest at the store Friday at 3 o'clock will be given a piece of the cake and many gifts selected from the list of Anniversary Super Values will be distributed. It is going to be a real birthday party and everyone is invited, stated Buffington.

store partnership before every male associate in the company. The man who through his own ability could qualify got a store of his own. In modified form, the same general plan is still working today, thirty years later.

Despite the fact that this plan was at one time termed too attractive to admit of success by bankers, it has resulted in a growth at a more rapid rate than has been shown by any like enterprise in this country.

Each original dollar of the \$500 Mr. Penney put into the project thirty years ago turned over 375,000 times last year.

In the first ten years, between 1902 and 1912, store units increased to 34 as men were attracted by the promise of partnership and new and efficient managerial material was developed.

Total sales at the close of 1932, for the year, were slightly over \$2,000,000.

The next ten year period carried the J. C. Penney Company name from the Western states as far east as Iowa and South through Texas and into the Southeastern states.

In 1914, Earl Corder Sams, one of the first men to start working with Mr. Penney in Kemmerer, was chosen president to succeed the founder, who wanted to pass the reins over to other hands than his own.

Under Mr. Sams' direction the moves in expansion went on rapidly, and at the end of the first twenty years, in business, total sales for 1922 were more than \$49,000,000, and there were 371 stores carrying the name of the Company.

Between 1922 and 1927, which marked the twenty-fifth anniversary year, stores had increased to 885 and sales for 1927 were \$150,000,000.

In general, the expansion of the Company in its first twenty-five years of growth, had been among the smaller cities and towns.

This policy has not been changed, but in the last few years an additional field of expansion was entered in the larger cities and in major locations.

Portland, Oregon; Spokane, Washington; Oakland, California; St. Louis, Missouri; Denver, Colorado; Tulsa, Oklahoma; one after another was added to the list and in mid-summer 1931, the largest store yet to be opened appeared in Seattle, Washington.

In 1931 sales were close to \$150,000,000 and the organization had undisputedly won its position as the largest single distributor of dry goods, clothing, and footwear, directly over the counter.

It has become recognized as the largest employer in the dry goods and clothing field.

During its thirty years, this Company has maintained in a remarkable manner stores that are essentially local in their interests and community activity which combining the resources of many stores for economics in distribution.

VICTORS AND WHAT THEY SAY

W. T. KLUSMAN

"To My Fellow Citizens: I want to thank all and everyone for the great honor which you have conferred upon me this day, April 11th, by electing me as one of your councilmen. I also want to thank you on behalf of my fellow councilmen for whom you cast your ballots.

"You have done more than just elect me to that office. It is a vindication of my policies which I have pursued for the last twelve years. With sincere gratitude and assuring you of my willingness to serve, I am,

"Yours for Future Progress,
"W. T. KLUSMAN,
"Councilman Elect of Torrance."

N. B. "The election of W. T. Klusman to the City Council and the defeat of the proposed City Charter will be of untold benefit to the City of Torrance and all the annexed territory in the future."

SCOTT R. LUDLOW

"I wish to express my sincere appreciation to the Citizens of Torrance for their vote of confidence. The only way I can show the people of Torrance that such a splendid popular vote is appreciated, will be to pledge the fullest measure of genuine service to and for them.

"Especially do I wish to thank the many friends, known and unknown to me, who worked for my election. My every action will be based on merit for play, and a determined sense of justice to all parties concerned. I covet the aid and confidence of every forward looking citizen, and again 'thank you'."

C. EARL CONNER

"Folks, I can't tell you how pleased I am for the confidence you have placed in me. I made the fight alone, and I am free to carry out the duties of my office according to the dictates of my conscience. I am your servant, willing to carry out your wishes and anxious at all time to learn your views."

JOSEPH M. WRIGHT

"I am naturally pleased that so many Torrance citizens expressed their confidence in me as indicated by their votes, and I wish to thank them."

STORY 1

Continued from Page 1

been completed from San Fernando, and link by link the highway has been extended. A portion of the roadway has recently been completed through Manhattan, Hermosa and Redondo Beach. The Torrance link is a further extension of this section toward the harbor.

Citizenship Class Will Start Tonight

A class for prospective citizens has been organized at the evening high school under the direction of G. C. Kelso, head of the naturalization department. The class meets on Thursday from 7 to 9 and all persons who are planning to take out naturalization papers should arrange to attend as there may be no other government class offered here for some time. Residents of districts adjoining Torrance are included in the invitation. Mrs. Stella Young will be the teacher in charge.

VANQUISHED AND WHAT THEY SAY

JUDGE JOHN DENNIS

"I congratulate the newly elected councilmen and wish them every success. I will give them my whole hearted support and am willing to assist them in every way in taking over the reins of the city government. To the loyal friends who voted for me, I extend my sincere thanks."

R. R. SMITH

"As I stated before election day, the reason I consented to the request of my friends to submit my name as a candidate was to give the electors an opportunity to express their wishes, as I would not care to serve without having their confidence. As I said before election, whatever the result, I pledge my hearty support to the administration.

"I am most grateful to the small but loyal group of friends who cast their ballots in my behalf."

CARLETON B. BELL

"A Message From a 'Has Been' and 'Also Ran'"

"It seems mighty good to be on the outside looking in instead of being on the HOT SPOT myself. I do not mean I did not want to be elected but any candidate should always be able to bow gracefully and sincerely to Their Majesties, 'THE PEOPLE'."

"I wish for the new Council only good fortune and if they are able to find happy solutions for any of the knotty problems now confronting them I will be among the first to applaud them.

"I wish to publicly thank Grover Whyte for his public spiritedness in offering the columns of his paper to me, both before and after the election. Thru his paper he has performed a real service to the people, not only in this instance but on many other similar occasions.

"Last, but not by any means least, I want to thank the many friends who voted for me and who, though unknown to me, so generously supported my candidacy. The pleasure of knowing I have such friends

far outweighs any momentary disappointment or defeat."

THOMAS J. WILKES

"I appreciate the splendid support that my friends gave me at the election, and wish to thank them most sincerely. While I was not elected, I want the administration to feel that it has my best wishes and as a private citizen I shall do everything to make their term of office successful."

M. F. CAMERON

"Mr. Grover Whyte, Editor of the Torrance Herald, Torrance, California.

"Dear Mr. Whyte: I wish to thank you for the courtesies extended me in my recent campaign for Councilman of Torrance, and also those who took part in the promotion of my cause, and those citizens who cast their ballot in my behalf.

"It behooves each one of us, the citizens of Torrance, to get behind these men who have been chosen by the choice of the people to be our representatives, and I shall do all in my power to make their administration a successful one. We all can't win, but we can

MASS MEETING

A mass meeting has been called for tomorrow night at the Torrance high school auditorium where speakers will explain the Sharkey bill, which comes to a referendum vote at the primaries May 3. The meeting has been called for 8 o'clock.

all get behind those who have, and help make Torrance the city it should be, and one that each one of us can point with pride as to this spot we call our home town.

"Very truly yours,
"MATTHEW F. CAMERON."

all get behind those who have, and help make Torrance the city it should be, and one that each one of us can point with pride as to this spot we call our home town.

"Very truly yours,
"MATTHEW F. CAMERON."

SPECIAL
I will clean, overhaul your wrist watch or pocket watch, replace broken parts for **\$2.50** No Other Charges.
GEO. N. STARK
JEWELER
1118 Narbonne
Lomita's New Jeweler

3 for 1 Cleaning Special

Good Until Wednesday, April 20

Wholesale to the public. Your choice of any three garments, 3 of a kind or one of each of three, cleaned and pressed, cash and carry or call and deliver.

—This includes men's suits, overcoats, white flannel pants, sweaters, etc., and ladies' plain silk or wool dresses, plain or fur trimmed coats, in fact any garment—

3 Garments
\$1

Selma Cleaners

1422 Marcelina TORRANCE Phone 157-M

OPENING THE FINANCIAL FLOODGATES!

208,000 Californians enlist for the return of statewide prosperity

The owners and personnel of Bank of America—totaling 208,000 in California alone—are energetically leading a statewide movement to help restore good times. . . Clear thinking Americans have awakened to the fact that there can be no prosperity if the nation's money is not working night and day. . . Clear thinking Americans now realize that every inactive dollar destroys from 5 to 10 dollars worth of credit—the life-giving force of all industry. . . When our money stops working, industry stagnates and prosperity vanishes. Now is the time to turn the tide by a complete change of mental attitude. . . Let your money circulate through normal trade channels. Resume judicious buying and investing. Prices may never be lower. . . Bank your inactive dollars for the economic welfare of your state, and thereby safeguard the future of your business or your job. . . Let's have a sound, statewide prosperity NOW!

SIGNS OF BETTER TIMES

Tourists spent \$732,000 a day in 10 counties of this state last year. Authorities estimate that more than three-fourths of a million dollars per day will be expended in the same counties by visitors during 1932, on account of the Olympic Games.

During the most trying year of its history, a well-known California department store has announced a net profit of \$569,577.

Open a "CALIFORNIA PROSPERITY ACCOUNT" NOW!

BANK OF AMERICA

NATIONAL TRUST & SAVINGS ASSOCIATION

RADIO
Saturdays, 8:15 to 8:45 P. M.
KFI-KGO
"BACK TO GOOD TIMES"

Quality Market

TORRANCE BLVD. at PORTOLA AVENUE PHONE 93
SPECIALS FOR FRIDAY AND SATURDAY

Barkdull's Meats

Two Markets
1406 Cravens Ave. 2171 Torrance Blvd.
Phone 382-W Phone 93
—WE DELIVER—
Complete Line of the Best Fresh and Cured Meats Obtainable

Legs of Milk Lamb lb. 22c
Lamb for Stewing lb. 5c
Plate and Brisket Boil lb. 5c

Pure Lard 6c
BEST COMPOUND lb. 6c
Pork Shoulder Roast Whole lb. 10c
Pork Spare Ribs lb. 12c
Fresh Ground lb. 12c
Hamburger 12c

Klink's Groceries

Sweet Milk 7c
Mountain View Quarts

Oxydol Large 19c
Makes Washing a Pleasure
White King
Soap, 10 bars 28c
TOMATOES Large 2 1/2 can 25c
2 for Solid Pack

Butter Clover Bloom, lb. 22c
Coffee 34c
Folger's, 1-lb. can
Mail Band to KHJ, receive 1/4 lb. Tea FREE

Bess Milk Tall cans 5c
Ken-L-Ration . . . 6c
Buying Power—325 Stores
Members Certified Grocers
Home Owned, Independent

Before You Buy A Bathing Suit, See the New "Swimaways" at Penney's